

CONCERTO[™]unison[®]

The Unison[®] Call Management System is a comprehensive outbound customer contact solution. Unison provides numerous features — including campaign development tools, predictive dialing, call blending, browser-based agent desktop, and real-time reporting — that maximize agent productivity and enhance the efficiency of your contact center.

The Unison Call Management System automates the full range of activities within your contact center. It integrates with existing voice and data systems, manages outbound and call blending applications, and provides high-productivity tools to increase the number of calls handled and the quality of each customer contact.

Maximizing Agent Productivity

Labor costs are typically the greatest expense in a company's contact center. To improve profitability, companies must maximize the productivity of the agent workforce. To do this effectively, they need advanced tools that enable agents to spend more time talking to customers and prospects and less time on unproductive activities. Every minute that an agent is underutilized is a minute you have lost money.

The Unison Call Management System is the one solution that addresses the urgent needs of customers undertaking proactive customer contact, extensive telemarketing, and collections campaigns. Unison boosts agent productivity through automated dialing and customer information features, and offers campaign and agent management tools that increase operating efficiency.

The Unison system encompasses the following features:

- ▶ Advanced call blending capabilities
- ▶ Innovative browser-based technology for developing agent applications and scripts
- ▶ Robust software tools for defining, implementing, and modifying campaign strategies
- ▶ Powerful report generation software for up-to-the minute performance data
- ▶ Automatic solutions for recall scheduling
- ▶ Real-time management tools for monitoring individual agents and overall contact center performance
- ▶ Automated tracking of and response to supervisor-defined boundaries and campaigns
- ▶ Open architecture that meets changing business and technology requirements

The Unison system delivers significant advances in outbound call processing, call blending, and CTI integration.

Call Blending

Unison provides true inbound and outbound call blending, enabling customers to assign specific agents to handle both inbound and outbound calls from the same workstation. This occurs seamlessly without agents having to log on/off campaigns or ACD queues.

The Unison blend capability integrates CTI's potential for true inbound and outbound call blending allowing customers to efficiently leverage the agent work force.

Browser-Based Technology

LYRICall application software, the industry's first browser-based application and scripting design tool, enables trained supervisors to build agent screens and scripts quickly and run them on any PC, UNIX workstation or network computer running a Netscape or Microsoft browser and Java Script.

LYRICall harnesses the power and simplicity of browser technology to deliver robust, platform independent agent interfaces. LYRICall software is based on the latest Internet, browser, Java, and HTML technologies — bringing maximum value to both contact center managers and agents.

LYRICall supports real-time access to a variety of data sources, including host systems, legacy applications, the Internet, corporate intranets and extranets. Single view, integrated desktop applications allow agents to quickly and seamlessly access the information they need to conduct successful customer calls.

CAMPAIGN STRATEGIES

Unison enables customers to define, implement, and modify specific call campaign strategies quickly and efficiently. Customers can prioritize call lists based on any number of parameters (e.g. area codes, time zones, account balance, cycle date or other criteria).

The Unison system automatically implements strategies, measures calling effectiveness, and allows you to make dynamic adjustments to campaigns in real time without disrupting contact center operations.



Automated Dialing

The Unison Call Management system employs predictive dialing technology to pace outbound calls based on anticipated agent availability. When agents complete a call or a campaign, Unison, automatically moves them to the next. When an answering machine is detected, Unison can ignore the call, flag it for recall, automatically leave a pre-recorded message or pass the call to an agent. Unison, processes all recalls automatically, making an agent's time more productive.

When minutes or even seconds count toward profitability, the Unison system dramatically improves operations by providing agents with high-quality contacts. Pacing options enable customers to match dialing requirements with individual campaign objectives. The pace of calls can be changed at any time to meet campaign requirements and organizational capabilities:

- ▶ **Predictive Dialing:** Advanced pacing algorithm initiates outbound calls based on anticipated agent availability as projected from recent campaign events including number of agents logged on, average talk and wrap times, answer rates, and connect rates.
- ▶ **Precision Dialing:** Virtually eliminates nuisance calls due to no agent available. Prior to the last digit being dialed, the Unison system checks for agent availability. If no agent is available, dialing is aborted. Supervisors controlled parameters include redial immediately, redial next pass, or flag and drop.
- ▶ **Preview Dialing:** Presents the agent with a customer's record prior to the call being placed, affording time to review the data before being connected to the customer.
- ▶ **Progressive Dialing:** Often used for business-to-business dialing where virtually all dials are answered.

DYNAMIC CAMPAIGN FLOW

The Unison system doesn't require agents to remain on campaigns until the last calls and callbacks are complete. With the Campaign Flow capability, the Unison system automatically moves agents from one list or campaign to another as the resource requirements for completing a campaign diminish. This ensures no idle agents or lost productivity between campaigns.

MANAGEMENT AND REPORTING TOOLS

Unison provides real-time and historical reporting capabilities that help managers track agent productivity, campaign performance, and system efficiency so they can make informed decisions on how to allocate resources to maximize results. An alert function enables managers to set performance benchmarks that Unison monitors, notifying managers immediately if standards are in danger of being compromised.

The Unison system's extensive reporting capabilities give customers a clear, concise picture of how their contact center is functioning. Standard reports track key operational data such as agent productivity, campaign performance, and system efficiency.

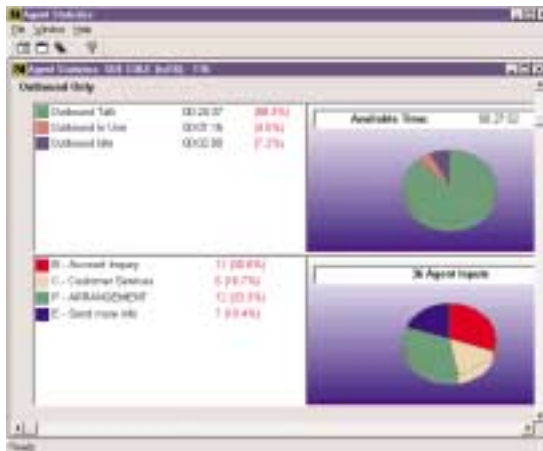
Additionally, the Unison system allows supervisors and agents to quickly and easily generate and display custom reports.

WEB CALLBACK

Unison helps customers enhance customer service from their Web sites by enabling visitors to click on an icon, fill out a contact form, and request a call from an agent. Customers enjoy the convenience of this integrated Web/telephone capability; agents and managers receive instant notification about prospects with demonstrated interest.

INDUSTRY STANDARD ARCHITECTURE

Unison connects to existing voice and data systems, including most major PBXs, ACDs, and Call Loggers. In addition, Unison's powerful relational database engine integrates with most back-end databases, so customers can access, manipulate and enter data wherever it is stored. Unison's fully scalable architecture also lets customers efficiently modify and extend the system to suit their needs.



Corporate Headquarters

6 Technology Park Drive > Westford, MA 01886 > Tel 978.952.0200 Fax 978.952.0201 > email info@concerto.com

www.concerto.com